

RUSSELL R. SHIPPEE PRESENTS

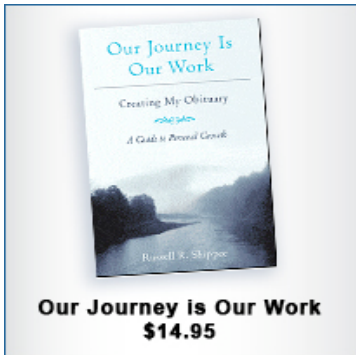
# Be the Best You Can Be

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Thursday, Feb 11, 2010  
Winter Edition #110



**Russell R. Shippee**  
*Author, Speaker, Life Coach*



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Hello Captain,

Thank You and welcome to the new subscribers.

Yes, I addressed this letter to you as Captain. Yes, we are all captains, and we are our own boats. We are in charge of ourselves. Therefore, we get the credit and blame for what we do or fail to do. We are responsible and no one else. If you want to blame someone, just look in the mirror.

Because you are your own captain, imagine yourself as captain of your life, your body, and where you are going. Imagine it the way you want it, the way you dream it. Previously, we had an article about things being created twice: first in your mind (imagining), and then in physical creation (reality). You must imagine it first. You need to be aware that you are captain of yourself and the power it gives you.

I read The Checklist Manifesto – How to get things Right by Atul Gawande, last week. It was written by a doctor and described his testing of checklists in hospital settings and their value. He also referenced the checklists used by airline pilots for years. Well, I've used checklists in business for years. We can use them in business and in the home. Do you? Read the book. See the positive results and then test them for yourself. You'll be a believer.

While skiing last week, I went by a ski instructor who told his students, 'Approach the turn with confidence, start the turn, imagine it, and let go.' Well he was right. To do something well, we have to have confidence, and we have to let go. Let our subconscious take over. See, our subconscious does a better job than we do. Trying to control something instead of going with the flow doesn't work. It also doesn't work if you don't have confidence. The instructor was talking about skiing, but it applies to all things we do in life. All things.

Think about the progress kids make. Cameron just turned two, and I am amazed at all he has learned and accomplished in the past year. Gosh, maybe more than I.

A handwritten signature in blue ink that reads 'Russell'.

*p.s.* IMAGINE what you can do if you set your mind to it. You ARE the Captain.

**TeleSeminar Schedule: MY LIFE, February 2010, 2-23 9 AM EST and 2-25 2 PM EST**





*"There comes a moment when you have to stop revving up the car and shove it into gear..."*

David Mahoney

*"Don't be afraid your life will end; be afraid that it will never begin."*

Grace Hanson

*"If you expect the best, you will be the best. Learn to use one of the most powerful laws in this world; change your mental habits to belief instead of disbelief. Learn to expect, not to doubt. In so doing, you bring everything into the realm of possibility."*

- Dr Norman Vincent Peale

*"If I accept you as you are, I will make you worse; however, if I treat you as though you are what you are capable of becoming, I help you become that."*

Johann Wolfgang von Goethe

## Cameron's Corner

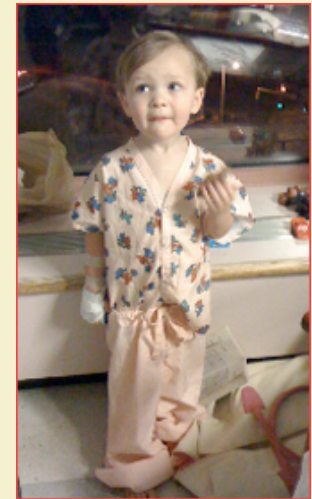
### *Here I was, in the hospital !*

Grandpa always says we have to be prepared. Well, I was not prepared to be sick and end up with an IV in my arm in the emergency room. That's a new one I do not hope to repeat.

The good news is they followed procedures, took good care of me, and I was able to go home about 2 AM. My parents sure were tired.

I was still sick, and still could not keep food down. We went back to the emergency room and I ended up spending two days in the hospital. It was not fun, but it was the right decision and I am now home feeling better. Plus, I get to eat whatever I want and it is staying down. My thanks to all the doctors and nurses that helped me!

If Grandpa starts to confuse you, as he did me, I can help. He talks about sales in that we are all in sales. We all have to sell ourselves, our ideas, and dreams. But, he uses the reference to the fact we are captain of ourselves and then he refers to sails as on a sailboat. Using both sales and sails he tries to confuse me and make me think. Watch out, he may well try it on you. It didn't work on me so I do not think he will be able to trick you either.



*The birthday is over, I am feeling better, and it's time to imagine my goals accomplished. Sure, I was slowed down for a few days, but I have picked myself back up and am moving forward. Isn't that what you do?*

[Cameron's Corner  
by Cameron's Corner](#)

### Spotlight Article

## IMAGINE

*"Your imagination is your preview to life's coming attractions."*

-- Albert Einstein

What do you imagine? Is it lack, loss, frustration and negativity? Are your endless tapes in your mind imagining all bad things?

How can you expect success and good things if you focus on and imagine negative things? How can you be happy when you think of lack and loss? What is the value in thinking negatively?

All good things start in the mind and imagination. It's as easy to imagine something good as something bad. Plus, it's more fun, exciting, and it works.

Outstanding athletes always imagine first. Golfers imagine where the shot will go and often it does. First is the imagination of the shot and second is the shot itself.

## SET GOALS



## AND MAKE PROGRESS

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You have to imagine and see the success, see the action in your mind's eye first in order to execute it. If you see or imagine the golf shot going astray it often will. Your imagination responds to you and does not judge good or bad. It responds to your thoughts.

Think negative, loss, and lack, and you will get negative, loss, and lack. It is that simple. You win, you get what you imagine.

What do you imagine 2010 will be for you? Will it be another year of loss, lack, and frustration? Will it be like 2009? What do you truly want it to be? What are you willing to make it?

What will 2010 mean for you? What does your mind's eye show you? It might show you no planning, no direction, no purpose. It might show negativity around old issues and perceived limitations. Ideally, it might show you what you can do if you focus on the positive, the good, and the desired. Which show offers the most excitement, hope, and growth? Which one would you prefer?

So, with a little vision, we see them all, and we see the clear, best answer. Now, the question becomes, will we imagine it into being? Will we make the effort, will we exert the focus, will we make it the priority? If we do these things we can make it happen. Sure, we imagine it, we wish it. But, for it to be, we need to do these things with action – action and feeling, as well as knowing, that it will be, it will be to the extent that we allow it. Allowing is in the doing, in the focus, and in the effort.

Imagine, feel it, feel it deeply, act it, live it, and it will be. Yes, it is that simple. You don't have to know all the steps. You need only the end results and live from the end results taking one step at a time. As you finish a step, the next one comes into your clear vision. No, you don't see all the steps, nor all the twists and turns in the road as you start out, but if you know the destination you can and will get there taking one step at a time and adjusting as needed.

Yes, imagine, feel, act, live, and it will be. Try it. You have nothing to lose and everything to gain. Try, learn, take steps, and reward their progress. Why not the same for you? Why can't you be a kid and do it? You can.

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